

# Terrace Bay Schreiber News

Serving Terrace Bay, Schreiber and Rosport

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## Letter to the Editor

# Superstations to go

Dear Editor:  
RE: REVISION TO CABLE TV PROGRAMMING SERVICES. THE DISCONTINUATION OF WGN AND WTBS TO BE REPLACED WITH AMERICAN NETWORKS.

All cable companies in Canada are regulated by the Canadian Radio Television and Telecommunication Commission better known at the CRTC. This governing body is appointed by the Federal Government to regulate licencess such as us, under the Broadcasting Act and Cable Television Regulations. The CRTC regulates exactly what services each cable system must apply for licences to operate in any given area and explicitly state what services will be carried. We are regulated as to the number of, and origination from, and foreign signals entering the country by any means. As the law stands to date we are not allowed to carry any foreign satellite signals such as WTBS and WGN as they originate from Satcom II which is an American satellite.

As you maybe aware Lakshore community Television has been providing American satellite services to our subscribers for a considerable length of time. We know our subscribers have enjoyed these services over the years and have shown us this by their support both by subscribing to cable and also in many communi-

ties by letters to the MP's, MPP's, Department of Communications, and the CRTC, trying to persuade the regulatory bodies involved to allow us to continue with the services. This puts us in the precarious position of breaking the regulations and our licence is in jeopardy and can be revoked at any time or we face presecution.

We have had considerable success. The new Cancom service which includes Vancouver, Edmonton, Hamilton, and Montreal has been a direct result of pressure being put on the regulatory authorities to provide equity of service in remote communities to that in the cities. When the new service was available there was and still is great pressure by the CRTC to discontinue unauthorized signals. We have always argued that the new service was a good first step but, we wanted American services to the same degree as most Canadians take for granted. This is now about to come to pass. On or about July 15/83 the American networks will be available. CBS and PBS will be the first services available to be followed by NBC by Aug. 1st, uplinked from Detroit Mich. The ABC service will be available by the end of 1983.

This of course is going to mean another rate increase as we have to pay for these signals. It is unfortunate but, to

receive these signals Lakeshore will be paying Cancom in excess of \$34,000 per month just for their signals. This is just one cost of providing a Cable TV service to a small community. The capital cost for equipment is the same to a small community as it is for a city, where the city has a much larger subscriber base to spread the costs.

Should WTBS & WGN have to be terminated before the new services are available the rates will be unchanged until new services are instituted.

Subscribers will also note as of July 1, 1983 the new 6 per cent Federal Sales Tax, announced in the last budget, will apply on their cable bills.

Should anyone have any inquiries please feel free to contact me. Keeping you informed I remain,

Yours truly,  
Dale Evoy, Manager  
Lakeshore Community Television.

## Northern Affairs

# Northern union policy holders warned to buy new insurance

We received the following News Release this past week, from the Ministry of Consumer & Commercial Relations which will be of concern to individuals who have obtained Insurance from Northern Union Insurance.

"Holders of insurance policies from Northern Union Insurance, a Manitoba company, should move quickly to arrange coverage with another insurer, warns Ontario Insurance Director Ron Cooper. Northern Union sold mainly property insurance along with some liability and surety.

Following a series of hearings which ended yesterday in Toronto, Mr. Cooper said that the company had failed to provide proof that it could meet the minimum capital and surplus requirements of Section 28 of the Insurance Act, putting into question its ability to meet its commitment to policy holders. He accordingly issued an order stopping

the sale of new policies and the renewal of existing policies in Ontario.

Today we were advised by the Manitoba Government that the Winnipeg based firm went into receivership today and its Manitoba insurance licence was cancelled. The firm of Dunwoody Company has been appointed as provisional receivers - Dunwoody Company, 1100-155 Carlton Street, Winnipeg, Manitoba R3C 3H8, President - Mr. M. Fages, telephone: 204-942-0231.

"Legally their policies are still in effect but I strongly urge policy holders to see their insurance agent immediately to arrange coverage with another carrier" said Mr. Cooper. "If such policy holders were to submit a claim now it would be questionable whether they would be paid in full."

The insurance company collected about \$1 million in premiums in Ontario during 1982, compared to \$14.6 mil-

lion in premiums nationwide.

Northern Union Insurance is wholly owned by McArthur Jeffrey Consultants Ltd. of Winnipeg and has operated in Ontario since 1980. Its Ontario business address is listed at 408-703 Evans Avenue, Etobicoke.

Mr. Cooper said the Registered Insurance Brokers of Ontario had agreed to send warning notices to all of its member brokers urging them to contact clients that might have policies purchases from Northern Union.

If you have a policy with Northern Union Insurance you are urged to contact your insurance agent and arrange for coverage with another firm.

For a copy of this release or information on government programs please contact your nearest Northern Affairs Office located on the lower floor, Peninsula Building, 2 Gilbert Street, Marathon, (229-1153) or Zenith 33160.

## GRANDPA AND ME



## BY MARK TURRIS



## Arthur Black

# Burger wars rage on

I'm thinking of going on a diet. That is the inevitable consequence of attending a Ukrainian-Canadian wedding and reception, as I did over the weekend.

It was the reception part that did me in - wall-to-wall tables groaning under the weight of steaming bowls and platter full of victuals. Everything from fried chicken to perogies to potato salad to succulent raisin squares Madame Benoit would kill for.

It is thanks to the nuptials of Mister and Mrs. William Polonsky Jr. (not to mention the divine cooking of his grandmother) that food has been front-and-centre in my thoughts for the past few days. Maybe that's why every time I pick up a newspaper or magazine a story about food seems to leap out and bite me in

the eye.

The first story I saw was about perhaps the greatest unsung conflict of our time - The Burger Wars. You may not have noticed, but for the past couple of years, three giants of the hamburger business have been at each others' throats.

The real bloodletting goes on south of the border I guess, where McDonalds, Burger King and Wendy's have been spending millions of advertising dollars to tell the public how lousy the competition's products are.

Wendy's has fired the latest barrage - a \$20 million national advertising campaign, the theme of which is: "We're fresh! They're frozen."

Burger King has counter-attacked with a rather stuffy

"We-think-the-public-has-long-understood-the-value-of-frozen-food" approach. McDonalds has responded by saying their patties may be frozen, but they're "flash-frozen" and that, says Ronald, makes all the difference.

Ho hum. Pass the relish. There's another, more interesting food war going on across the seas. Sort of food. Coca Cola, is one of the protagonists and a Peking magazine called New Observations is the other. The magazine started the donnybrook with an article in its latest edition. The article is based on an accusation that any Chinese citizens who drink Coke are unpatriotic criminals.

That's what the article claims. It also says Coke drinkers "lose their national pride, succumb to

capitalistic decadence and harm China's basic national interests to satisfy the profit motives of foreign financial groups."

Coke executives are somewhat flabbergasted by the attack. They've just opened their second Chinese bottling plant in Canton. Together with their operational Peking plant they can now turn out nearly five million cases of Coke annually for Chinese consumption.

That's a lot of pop. The anti-Coke article was penned by a Mister Miu Qun. They don't say what Mister Qun's professional affiliations are, but I wouldn't be surprised if his name pops up on the Peking Dental Registry.

Getting full? Leave room for dessert. I have one more food story. Unlike the forgoing, it is

not about junk food. But it is about a food that every kid considers junk.

A Kentucky nutritionist speaking to the annual convention of the Canadian Dietetic Association in Calgary last week says he's discovered a food that fights cardiovascular disease by lowering the cholesterol level naturally. The doctor said he stumbled onto the cholesterol connection when he was treating diabetic patients with a high-fibre diet to decrease their reliance on insulin. He claims his "wonder food" reduced serum cholesterol in his patients by nearly 20 per cent.

Actually, it's not a wonder food - more like a miracle mush.

And the doctor didn't "discover" it. Heck, my mother's been pushing the stuff for years.

Oatmeal porridge.

